Alliances
change
WHO
Clean Care
safety
Campaigns
Hand hygiene
information to the public
Advocacy
Public opinion
Health care-associated infection
Solutions & tools
Political commitment
Health care-associated infection

- Millions of people in the world suffer or die from HAI
- The world has the tools to address HAI
- HAI is a low political priority in most countries: without policy change and funding HAI can not be conquered

HAI: Health care-associated infection
Why Advocacy

- Bring about change to reduce HAI
- Influence policies and financing
- Win support of key constituencies

HAI: Health care-associated infection
Obstacles to improving HAI

- Low political priority in many countries
- Resources spent on more glamorous health investments
- Health providers and workers: often not trained to tackle HAI
  - trained but do not comply with practices
  - managers deny HAI as a problem
- Patients and their families are not aware
- Many health system constraints
- Low priority among donor agencies

HAI: Health care-associated infection
Advocacy to tackle HAI

- Influence beliefs of decision-makers
- Influence for pro-HAI policies and spending
- Improve practices, attitudes and behaviours of health care providers
- Raise awareness of patients and their families about HAI
- Urge for better laboratories, procurement and surveillance systems
- Appeal for more aid for health to tackle HAI

HAI: Health care-associated infection
5 basic pieces:

1. Documenting the situation of HAI
2. Packaging the message to different target audiences
3. Working with the media
4. Mobilising partners
5. Political commitment to address HAI

The witch’s hat

Documenting the situation of HAI

Packaging the message to different target audiences

Working with the media

Mobilising partners

Political commitment to address HAI